

HUDSON HALL

Calling all Creatives!

Help us make the 25th Anniversary of **Winter Walk** bigger, brighter, and more magical than ever before!

25 Awards Available (\$150 - \$500 per project)

For Performances, Events & Attractions

Winter Walk 2021 – The 25th Anniversary

Saturday, December 4, 5-8pm

Inviting local individual artists, cultural and community organizations to apply today for funding to create and present new and wildly creative performances, events, and attractions at Winter Walk 2021. Applications available at hudsonhall.org/winter-walk or pick up a paper copy at Hudson Hall, 327 Warren Street, Hudson NY.

TIPS:

USE YOUR IMAGINATION! Seeking to support entries in every category we can think of--and welcome additional ones we haven't thought of!

Street Performances – circus, dance, acrobatics, music, magic, puppetry, pop-up theater

Attractions and Events – poetry readings, sculpture, ice carving, tarot card reading, scavenger hunts

Windows Displays – partner with a local shop to wow the crowds with an artful window display

Costumed Characters – create and wear a costume, greet visitors and add to the festive atmosphere for visitors young and old (Note: durable and family friendly costumes that can be added to Winter Walk's inventory for use in subsequent years may receive additional compensation.)

Hudson Hall first produced Winter Walk in 1997 to help bring foot traffic back to Warren Street after a long period of decline. Today, Winter Walk encompasses the entire mile-long stretch of our main street, rings Seventh Street Park, spills over to the side streets, and now extends down to Front Street and the waterfront. Voted *Best Winter Community Event* numerous times, Winter Walk is Hudson's largest, liveliest, and most colorful event of the year, drawing upwards of 20,000 people to Hudson.

HUDSON HALL

APPLICATION

Winter Walk 2021 – The 25th Anniversary

Public Events, Performances, Installations, and Attractions

Deadline to Apply: August 31, 2021, 12 midnight

Notification Date: October 1, 2021

Event Date: December 4, 2021 (December 3, 2021, for Window Decorating Entries)

Name: _____

Email: _____

Phone: _____

Mailing Address: _____

Website *(if applicable)*, Social Media (FaceBook/Instagram): _____

Proposed Project Location: _____

Please answer the following using no more than two pages, referring to the guidelines attached:

- Briefly tell us a little about yourself or your organization, a simple bio or mission statement is sufficient.
- If this is a collaboration or a team effort, please tell us about your partners, too.
- **Project description (short format):** In no more than 50 words, please give us a short project description (may be used for marketing and public relations).
- Describe your project in more detail, noting how you plan to execute it.

Submit Application to: hello@hudsonhall.org, with “WW 2021 Performance Projects” in the subject line, or drop off / mail to: WW 2021 Performance Projects, Hudson Hall, 327 Warren Street, Hudson, NY 12534

PROJECT INFORMATION & TIPS

- Projects should reflect the spirit of Winter Walk—a community-wide, all-inclusive event that incorporates diverse viewpoints and celebrates all that is quirky and fun
- Use your imagination! Street Performances, Events, Attractions, and Displays are all welcome.
- Projects can be in any creative format—music, theater, dance, circus, multi-media and more.
- Collaborations are encouraged.
- Artists of any age are encouraged to apply. An adult contact is required for student artist applicants under the age of 18.
- Projects must be free of charge to the public.
- Performances must be family-friendly and respect public safety in their presentation.
- Performances may run the entirety of the 3 hours from 5-8pm or may consist of short performances that take place during the 3-hour time period (with short breaks between intervals).
- Projects can be outdoors along Warren, Columbia or Front Streets or indoors, in a business storefront or window.
 - For projects that are located outdoors in a public space, Hudson Hall will help secure appropriate city permissions as appropriate.
 - For projects that are located on private property, whether outdoors or in a storefront space, the applicant must secure the permission and cooperation of the property owner and demonstrate proof of permission.
- Artists who choose to participate in Winter Walk 2021's Window Decorating Contest must have their project/installation completed by no later than 5pm on Friday, December 3.

Projects should be completed with the available funds or demonstrate ability to secure the total amount of funds required to complete the project.

REVIEW CRITERIA

Projects will be selected based on the following criteria:

- Big and small! Bold, bright and magical!
- Creativity that reflects the spirit of Winter Walk and our community
- Priority will be given to local artists and groups
- Appropriate for family audiences and public safety concerns
- If taking place on private property, the permission of the property owner
- Can be completed within the time period allotted to develop and install the project
- Can be completed with the available funds or demonstrate ability to secure the total amount of funds required to complete the project.

SELECTION PROCESS

- All applications, whether submitted in person, via mail or online, are due to Hudson Hall by **August 31, 2021**, at midnight.
- A review panel composed of Hudson Hall staff and outside advisors will review submissions during the month of September and select 25 award recipients.
- Successful applicants will be notified by email on or about **October 1, 2021**, when they will also receive a participation contract to be signed and returned.

Questions? Send an email to hello@hudsonhall.org, with "WW 2021 Performance Projects" in the subject line or call Hudson Hall at (518) 822-1438.